

42 WHITENING BODYWAVE

Whitening Light Therapy
Beauty Vibro Plate ^{plus}

Whitening Light Therapy + Slimming

A new beauty experience



That'so
pure white

Dear client,

Thank you for choosing our machine. We hope it meets with all your expectations.

Being our client, you are able to avail yourself of our technical staff which is at your disposal.

We invite you to scrupulously follow the directions and suggestions found in our manual, by doing so you will find you will be able to use the machine to its full potential.

Thank you for your attention, we are confident you will enjoy using our machine.

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1. INTRODUCTION

Skin lightening products worldwide play an important and significant part as far as specialised machines, cosmetics and skincare products are concerned. They offer the promise of flawless skin free from age spots, scars and blemishes.

With the constant need to eliminate localized hyper pigmentation as well as wanting an all over lighter skin tone, there is a high demand for skin lightening products.

Reasons behind the use of skin lightening products vary considerably between cultures. In **Western countries**, people wish to eliminate or prevent irregular pigmentation. In Asia, a lighter skin colour is associated with beauty and aristocracy. Therefore, in **Asian countries**, skin lightening products are used with the intent to lighten and brighten the skin tone on a regular basis.

The desire for light, fair skin is a **global phenomenon** especially in non-white cultures and this isn't limited to the Asian culture. African, South American and Middle-Eastern cultures also have their own traditions of skin whitening.

Lightening products are important in obtaining and maintaining a "Good skin": clear, smooth, bright, finer, even and younger looking, reducing the signs of a "Bad skin": uneven pigmentation, dull, dry with age spots. The major causes of bad skin are long exposure to the sun, ageing, dryness, and stress, and pollution, lack of rest, smoking and alcohol.



SKIN PIGMENTATION

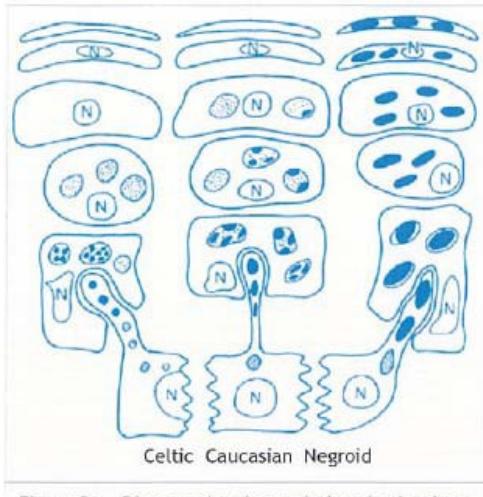
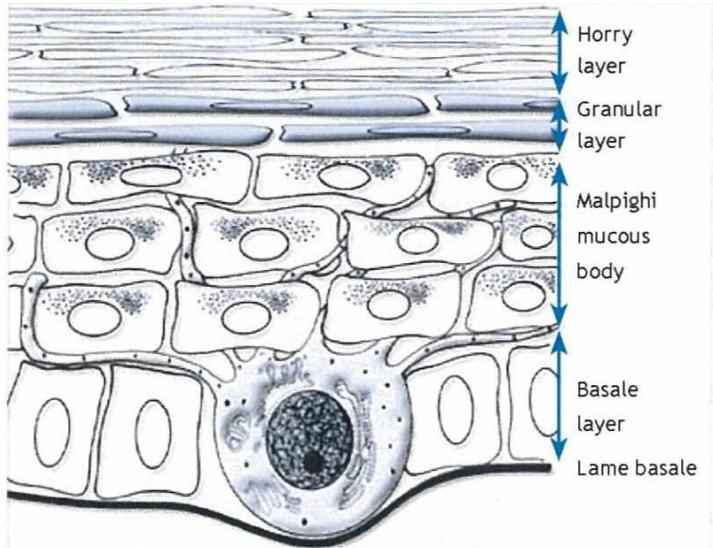
Pigmentation is determined by the amount & type of melanin in the skin. It can be influenced by:

1- Genetic Constitutive pigmentation (phototype ex. African, Asian, Caucasian).

2- Facultative pigmentation following UV exposure

Melanin biosynthesis (melanogenesis) is influenced by **genetics, environmental factors, diet and medication**. The production of melanin called melanocytes (in the basal layer of the epidermis in light skinned people and in the basal layer as well as horny layer in dark skinned people) occurs through the action of the enzyme tyrosinase.

Therefore, skin pigmentation depends not only on the production of melanin by melanocytes, but also on the transfer of that melanin to adjacent keratinocytes and its distribution towards the surface of the skin.



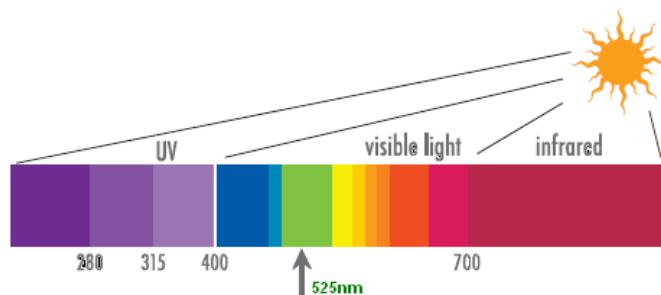
The number of melanosomes decreases in the upper layers of the epidermis and they totally disappear in the horny layer for Celtic subject. Observed in red-haired and Caucasian subjects, this phenomenon is not exactly the same and also in black-skinned subjects.

The melanosomes, in this case intact with the horny layer - making it a continuous filter (Figure 2). In yellow-skinned races, the melanosomal degradation process in the upper layers of the epidermis exists but is slowed.

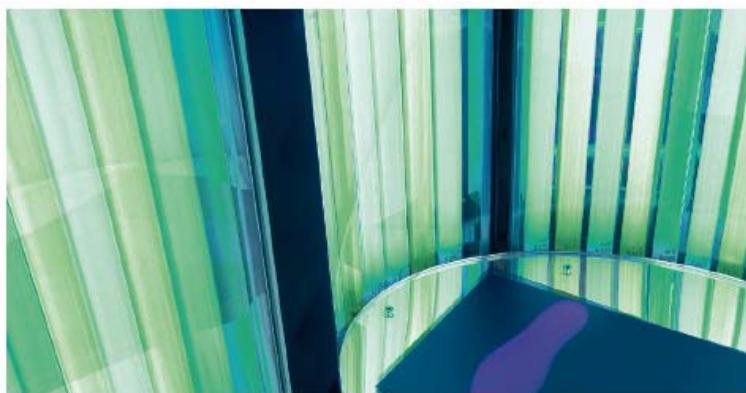
Figure 2: Diagram showing variations in the three principle ways in which melanosomes are transferred to keratinocytes^[2]

WHITENING LIGHT THERAPY

Whitening Light Therapy Technology treats hyper pigmentation and age spots thanks to the Whitening Activator Green Lamp with wavelength of 525 nm, patent technology.



At **525nm** the emitted light is **green**, and is a component of the solar spectrum. The light at 525nm is therefore, naturally found in the solar spectrum, in order for the skin to receive its benefits, the technology developed by Quadra Medical has intensified its concentration.



Whitening Light Therapy Technology is designed to **reduce hyper-pigmentation** and **sun damage**, giving the feel and appearance of a **softer, even-toned, brighter more luminous complexion**. The Whitening 525 Activator Green Lamps penetrate into the basal layer of the dermis. It therefore helps lighten freckles and age spots promoting an overall clear and radiant skin.

Light Therapy is safe, **non-invasive**, and no post-treatment is required. It does not emit any ultraviolet rays, nor does it cause dryness or discomfort. On the contrary, Whitening Light Therapy stimulates the natural healing process of skin cells.

525nm green light stimulates a biological response without the increase in temperature and/or energy transfer that can damage tissues, like other devices. For this reason with the Whitening Light Therapy there is no redness or any temporary changes to the skin and is completely painless. It is a no fuss treatment, doesn't interfere with one's lifestyle or every day commitments.

WHITENING SPRAY & CARE TECNOLOGY

Whitening Spray & Care is a **multipurpose skin care Technology** that gives an instant even whitening glow to the skin while providing long lasting SPF protection from the sun, is effective, safe with whitening benefits.

Professional - Whitening Light Therapy	Step 1
Treatment	3 Times a week
Period	4/6 Weeks

Whitening Spray & Care combined with a specific formulation gives the face and décolleté a light and natural colouring the skin hydrated and slightly fragranced.



Biolight Trolley is an exclusive spraying system that That'so engineered. It atomises the Biolight Lotion perfectly allowing a more uniform and even application. A specially designed workstation with accessories makes for a more professional, efficient and easier way of using the spray.

A gentle flow of air fixes the particles to the skin giving it immediate luminosity, the applications are not invasive permitting women on the go to leave the salon with a beautiful, radiant complexion.

Biolight Spray Cabin is a highly professionally designed unit for the application of the Whitening Spray & Care Technology. Equipped with an automatic light, fan and filters for easy application avoiding over spray.

Biolight Lotion is a professional lotion that gives an immediate whitening effect. Leaves the skin smooth even` and radiant, luminous and even while protecting from the sun. With anti-ageing and hydrating properties. Developed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of skin tanning after UV exposure, this thanks to **Arbutin**, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients.

Professional - Whitening Spray & Care Tech.	Step 2
Treatment	3 Times a week
Period	4/6 Weeks
Application	<p>Biolight Lotion</p> <p>Spray Biolight Lotion on the face, décolleté and also on the body, for give an immediate whitening effect. Dry well with the gun air option. Repeat the application if necessary.</p>



THAT'SO PURE WHITE: BRIGHTENING MIRACLE LINE

Developed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of skin tanning after UV exposure, thanks to **Arbutin**, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients.

Home Use - Cosmetics		Step 3
Treatment	Daily use	
Period	8 Weeks + Maintenance	
Application	1- Brightening Miracle Cleanser	Apply into a wet palm, work into lather with lukewarm water. Wash gently over face and rinse well. 
	2- Brightening Miracle Essence	Apply to clean skin after Whitening Miracle Cleanser. For best results use morning and evening. 
	3- Brightening Miracle Cream	Use every morning to protect your skin from UV rays. Apply all over face, throat, and décolletage. 

1- Brightening Miracle Cleanser

Brightening Miracle eliminates dead skin cells and skin impurities, deep cleanses, and prepares the skin for better penetration of all active ingredients allowing a quicker and more efficient result. Leaves the skin soft and smooth. Contains Vitamins C ingredient that gives the skin luminosity.

2- Brightening Miracle Essence

Brightening Miracle Essence reduces the production of melanin and prevents skin discoloration thanks to a high concentration of α-Arbutin. Helps to eliminate and prevent sun age spots and leaving the skin soft and smooth as silk. Vitamin E and Vitamin C two potent antioxidants reduce cellular damage the skin is therefore more even.

3- Brightening Miracle Cream

This cream reduces the appearance of uneven pigmentation while brightening skin tone, thanks to an important mix of active ingredients (α-Arbutina, Azeloglicine e Chromabright). Rich yet lightweight, it absorbs into skin quickly and forms a protective shield to prevent roughness and dryness while guarantees a smooth and radiant complexion. Brightening Miracle Cream protects also from the UVA and UVB rays.

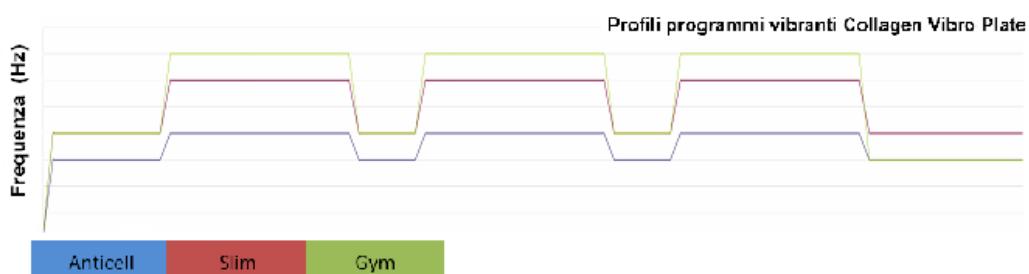
BEAUTY VIBRO PLATE^{PLUS}

Beauty Vibro Plate^{PLUS} is as the name suggests a new generation pulsating vibration plate. The plate alternates between working time with resting time, just like a workout at the gym for better results. From the pulsating vibration plate of the oscillation Beauty Vibro Plate^{PLUS} bone structures are strengthened, the burning of calories is increased, the central and peripheral nervous system is stimulated, and there is an increase in the secretion of certain important hormones.



The oscillating programs are three:

- Anticellulite (anticell)
- Slimming (slim)
- Toning (toning)



The vibro oscillating plates helps to achieve a balanced body on the inside and a beautiful one on the outside.

2. SKIN PIGMENTATION DISORDERS

COMMON PROBLEMS WITH SKIN TONES

In some countries a lighter skin colour is associated with beauty and aristocracy. Therefore, in Asian countries, skin lightening products are used with the intent to lighten and brighten the skin tone.

SKIN PIGMENTATION DISORDERS

Pigmentation anomalies (hyper or hypo pigmentation) are directly related to the quantity of melanocytes. Among hyper-pigmentations, as listed below:

1) Melanocytes proliferate correctly: basically these are pigmented spots caused by temporary or permanent epidermal melanisation unit dysfunction.



Freckles are frequently observed in skin areas exposed to the sun (the face, forearms, hands and Legs) in red-haired prototypes. These are eumelanin zones on phaeomelanin backgrounds.



Chloasma - pregnancy mask - is a more or less intense, irregular and symmetrical hyperpigmentation Localised on the forehead, around the eyes and the sides of the face. Chloasma is a hyper-secretion of melanin induced by hormonal factors amplified by the effects of the sun.



Diffuse brown hypermelanosis is symptomatic of endocrine system disorders or nutritional anomalies.

Hypermelanosis can follow cutaneous inflammations. This phenomenon is responsible for the pigmentation of scars and pigmentation caused by irritants combined with sun exposure.

2) Melanocytes do not proliferate correctly:



Lentigines are small pigmented spots (0.1 to 0.3 cm) which appear on the mid-part of the face. Lentiginosis can be hereditary and is considered to be a disorder which can appear anywhere on the body and persist throughout the winter.



Solar Lentigo is a wider lesion than freckles which occurs after serious sunburn on all cutaneous prototypes.



Senile Lentigo is generally observed on the back of the hands on older subjects; solar radiation stimulates its development.



Post-inflammatory hyper pigmentation (PIH)

Causes skin darkening and discoloration that shows up as spots, or as large patches on a person's body. This happens because of an inflammatory reaction in, or to an injury to, the skin. If the excess melanin is produced in the upper layer of skin (epidermis), the pigmentation colour is a darker shade of brown.

SEBACEUM PROBLEM



The balance of the functions of sebaceous glands in oily, dry and combination skins can be a problem. To restore the hydrolipidic film of dry skin and reduce the flow of sebum in oily skin is important for the health of the skin. Strengthening the natural properties of the skin, refining the skin's appearance in order to avoid inflammation of skin's sebaceous glands that can cause acne.

ACNE



Acne is a more common skin condition caused by hormones. It occurs primarily during adolescence (acne vulgaris or simplex). Acne vulgaris that affects 80% of people between the age of 11 and 30 is probably caused by the excessive function of the sebaceous glands. In the seborrhea and over production of sebum causes an excessive amount of lipophilic component of the hydrolipidic film. The areas more at risk are the face, chest, shoulders and back due to the fact that these have more sebaceous glands.

2.5 CELLULITE



Cellulite in medical terms panniculopatia edemato-fibrosclerotica indicates an altered condition of the subcutaneous tissue which is full of adipose cells. It is found under the skin and is categorised by hypertrophy of adipose cells where fluids accumulate between the intracellular spaces (residues from the biochemical processes of the body). The balance of the lymphatic and venous system (lymph is a fluid that collects waste materials from the body which flows in the blood vessels) is modified with the slowing down of the blood flow and fluid retention in the tissues.

LOCALISED ADIPOSITY



Localized adiposity is accumulated fat (adipose tissue) usually such fat deposits are found on the hips, buttocks and the abdominal area. It is a real challenge trying to reduce or eliminate this problem.

LOSS OF MUSCLE TONE AND SKIN FIRMNESS



Whether it be because of lack of activity, physiological disposition or normal ageing, muscular tissues if not constantly maintained with regular exercise will lose tone and firmness causing 80% of the unsightly sagging of buttocks, breasts, face and arms altering the shape and form of the face and body.

3. SCIENTIFIC RESULTS

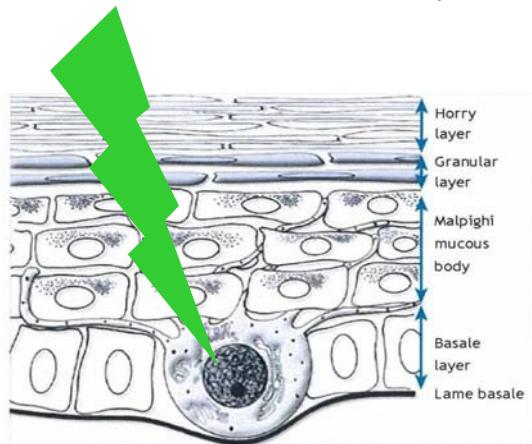
EVALUATION OF THE WHITENING EFFICACY

WHITENING LIGHT THERAPY

Green Light at 525 nm reduces pigmentation through the penetration of the basal layer. Decreasing melanin production, reducing pigmentation and eliminating the redness associated with the use of chemical peel and bleaching products.

BENEFITS

- reduces Hyperpigmentation through penetration of the basal layer
- prevents the formation of freckles and evens out skin tone
- regulates melanin production and corrects age spots
- preventing the formation of new brown spots
- clear softer, more luminous looking skin
- positive effect with regulating bacterial and sebaceous gland activity, both of which lead to acne.



PROFESSIONAL AND SKINCARE PRODUCTS FOR HOME USE

Biolight Lotion, for professional use, plus Brightening Miracle Cleanser, Brightening Miracle Essence, Brightening Miracle Cream, for home use, have all been designed to promote whitening and an even skin tone on all skin types, minimises age spots and reduces the degree of tanning after UV exposure ,thanks to **Arbutin**.

ARBUTIN

The more effective, faster and safer approach to skin lightening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredient.

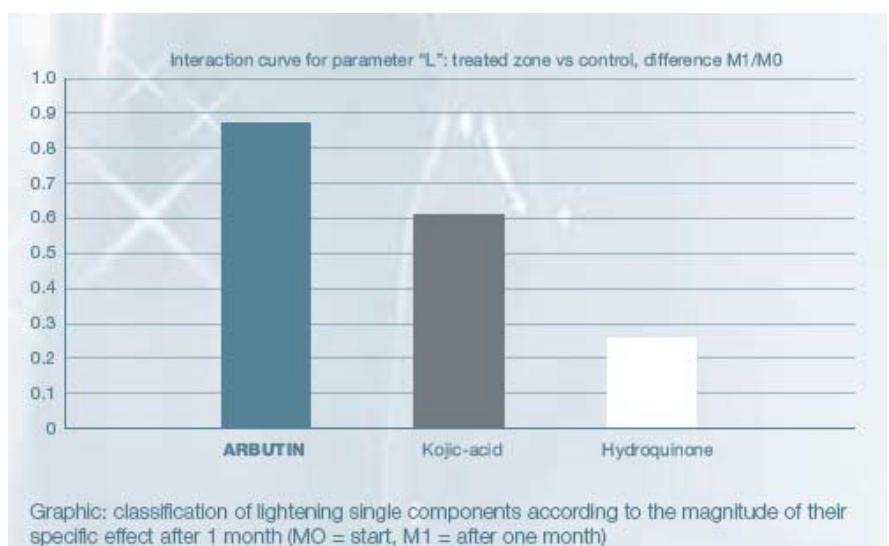
Function:

- Promotes a lighter and even skin tone on all skin types
- Minimises liver spots
- Can reduce the degree of skin tanning after UV exposure.

In-vivo test:

A skin lightening study* on 80 Chinese descent women demonstrated that an emulsion containing 1% ARBUTIN resulted in a faster and more pronounced skin lightening effect after 1 month when compared with other commonly used single components at 1 % use levels.

*Study carried out by Pentapharm Ltd,
Basel/Switzerland
www.pentapharm.com



Graphic: classification of lightening single components according to the magnitude of their specific effect after 1 month (MO = start, M1 = after one month)

EVALUATION OF THE EFFICACY OF BEAUTY VIBRO PLATE^{PLUS}

Scientific and experimental testing demonstrated that the vibrating plates, in particular the Beauty Vibro Plate^{plus} with pulsating vibration is extremely efficient in giving:

- increased peripheral micro-circulation
- improved lymphatic drainage
- oxygenating and revitalising of the connective tissue
- strengthening of the bone structure
- increased secretions of some important hormones
- increased metabolism and the burning of calories
- stimulation to the central and peripheral nervous system



There are 3 procedures in the treatment: Anticell, Slimming and Toning. They are sessions of oscillating pulsating frequency.

ANTICELL



From the very first exercise the vibrations at low pulsating frequency emitted by the oscillating plate guarantee:

- a feeling of wellbeing thanks to the messaging effect to the spinal cord and large muscle groups
- an increase of the peripheral microcirculation
- an effective treatment to combat cellulite

SLIMMING



The vibrations medium pulsating frequency emitted by the oscillating plate gives:

- a physical workout will consequent calorie burning
- a slimming workout specifically for buttocks and thighs
- an increase of the basal metabolism which contributes to the breaking down of accumulated adipose fat

TONING



The vibrations at a more elevated pulsating frequency emitted by the oscillating plate allows:

- a more rapid muscle use
- increased strength
- toned and reenergised feeling
- intense workout
- better blood circulation

RESULTS

Studies related to weight loss show that even those who are not trained can mobilize fat deposits by choosing the right stimulation on the pulsed frequency Beauty Vibro Plate^{plus} (Vega Dejesus & Siconolfi, 1988). After 20 sessions, the result becomes clearly visible.



4. TREATMENTS/PROTOCOLS

WHITENING LIGHT THERAPY

WHITENING LIGHT THERAPY COMBINING OTHER TECHNOLOGIES

WHITENING LIGHT THERAPY COMBINING SPECIFIC TREATMENTS

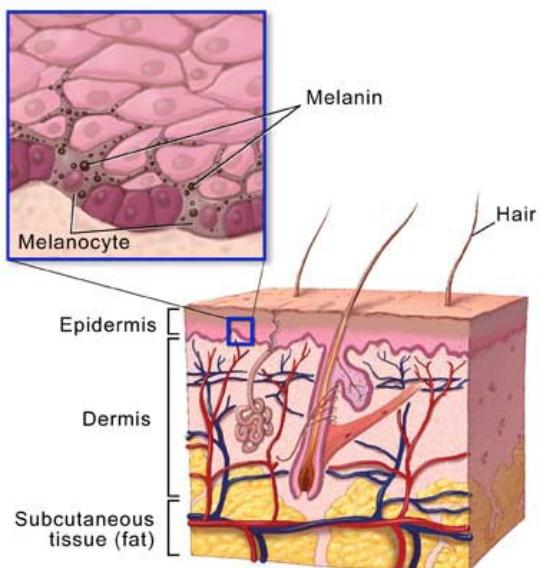
WHITENING LIGHT THERAPY

SKIN WHITENING AND REDUCTION OF SKIN DISCOLORATIONS

“White skin” has emerged as a central desideratum of consumer culture in affluent Asia. Not only does skin lightness affect perceptions of a woman’s beauty, it also affects her marital prospects, job prospects, social status, and earning potential. The desire for white and fair skin is a global phenomenon especially in non-white cultures and is not limited to Asian contexts. African, South American and Middle-Eastern cultures also have their own traditions of skin whitening and lightening.

The target of the intensive treatment is “Bad skin”. “Bad skin” is referenced in the ads as skin with fine lines, wrinkles, age spots, visible pores, or yellow spots, and skin that is dark, dry, dull, loose, or rough.

SKIN WHITENING AND REDUCTION OF SKIN DISCOLORATIONS treatment reduces hyperpigmentation, regulates melanin production and corrects age spots, prevents the formation of freckles and evens out skin tone, preventing the formation of new brown spots, clear softer, more luminous looking skin with the positive effect of regulating bacterial and sebaceous gland activity, both of which can lead to acne.



The main factors in skin coloration are the nature of the melanin, the place where the melanin is concentrated (epidermis or dermis) and skin vascularisation. Variations observed in melanocytes have little effect on pigmentation which is more directly related to the quantity, type and distribution of melanosomes.

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BRIGHT AND LUMINOUS SKIN

Treatments less intense, specific for brightening and lightening the skin improving the colour and texture of complexion, prevents the formation of melanin and reduces skin pigmentation disorder. Reduces itching, oil, grease and dirt from the skin. Smoothing and restoring the skin and maintaining elasticity



ANTI – CELL

The anticell treatment from the vibrating plate beauty vibro plate shows from the very first moments of the exercise:

- a feeling of well-being thanks to the back massage and of other muscles
- increased peripheral microcirculation
- improvement of the lymphatic drainage
- an effective treatment for combating cellulite

The vibrations low pulsating frequency emitted from the plate guarantee a massaging effect and increased circulation which help combat cellulite.

For more visible results it is advised to follow a controlled diet.



SLIMMING

The slimming treatment of the vibrating plate Beauty Vibro plate thanks to the medium pulsating frequency emitted and the oscillating plate allows:

- a workout increasing calorie burning
- a specific slimming workout for legs and buttocks
- an increase of the basal metabolism contributing to the reduction of adipose deposits

The oscillation hinders the fat deposits and stagnating fluids mobilizing them, acting rapidly and efficiently on the visible appearance even the less active are able to reach their slimming goals in a short period of time.

For more visible results it is advised to follow a controlled diet.



TONING

The toning treatment of the vibrating plate Beauty Vibro Plate, thanks to the vibrations of the more elevated pulsating frequency emitted by the plate:

- muscles react faster
- strength is increased
- a feeling of a more toned body
- intense workout
- improved blood circulation

The workout stimulates the chemical functions of the muscle rendering it visibly toned and more defined.



WHITENING LIGHT THERAPY COMBINING OTHER TECHNOLOGIES

For increased effectiveness, Whitening Light Therapy is used before, after or during some treatments. Especially in ethnic patients or persons with darker skin tones (significant melanin presence).

The use of light as a medical treatment has grown considerably over the past few years. There are now many kinds of devices, which deliver various different types of light for an ever-increasing number of potential uses. Some of those are report here.

LASER SURGERY (LASER SKIN RESURFACING) + WHITENING LIGHT THERAPY

A laser is a high-energy beam of light that can be directed into certain areas or tissues within the skin. These beams of light are produced in one wavelength or colour at a time, and can vary in terms of their strength and the type of tissue that they can target.

So - called "ablative" or skin resurfacing lasers briefly direct an intense burst of laser energy onto the surface of the skin. This energy heats water within the surface layers of the skin, causing both the water and the tissue of the skin to turn to vapour.



Every time the laser passes over the skin, some of the outermost layers of the skin are removed in a precise and controlled way to the appropriate depth. After the treatment, the skin will look much healthier than it did previously.

A suitably trained and experienced doctor or surgeon should perform all treatments that involve skin resurfacing using ablative lasers.

Two main types of laser are used for skin resurfacing - the Carbon Dioxide or CO₂ laser and Erbium Yag lasers. Both of these lasers operate in a wavelength (or colour of light) that is attracted to water molecules contained in the skin.

Repeat procedures: depending upon the depth of treatment, and recovery time, those wrinkles or scars that haven't been improved satisfactorily, can be treated a second time. This can take place 6 to 12 months after the first treatment.

The Whitening Light Therapy treatment can be introduced successfully in between the 2 laser sessions, by doing so the benefits are maximised not only on the treated areas, but on the entire body.



INTENSE PULSED LIGHT (IPL) + WHITENING LIGHT THERAPY

Intense Pulsed Light systems differ from lasers in that they can deliver hundreds of wavelengths (or colours) in each burst of light. Certain filters are used that target these flashes of light so that they work in a similar way to lasers causing heat damage to the particular skin problem.

The process of directing a laser or IPL source to a target area of the skin to damage it is technically known as "selective photothermolysis".

Treatments are usually performed every 3 to 4 weeks. For this reason to speed up the process we recommend the WHITENING LIGHT THERAPY in between sessions. The results will be faster more visible.



LIGHT EMITTING DIODE (LED) + WHITENING LIGHT THERAPY

LED Green light is used in treatment of skin pigmentation as well as providing an overall hydrating effect. Also improves the appearance of skin tone and texture.

The low level power of green light to treat pigment is a result of the broad absorption spectrum of melanin, solar lentigines and ephelides. Subjects in various industry trials have reported an overall lifting and hydrating effect, an improvement in skin tone and texture, an evening out of pigmentation, a smoothing of fine lines and wrinkles (additionally aids in the reduction of the appearance of scars). Use LED Green light to reduce the appearance of skin pigmentations, the LED treatment is limiting however because only small areas can be treated at a time.

The added use of the Whitening Light Therapy to the LED treatment can be the right solution, achieving great results with a pain free and non invasive way of treating the skin leaving it clear and blemish free.



MICRODERMABRASION + WHITENING LIGHT THERAPY

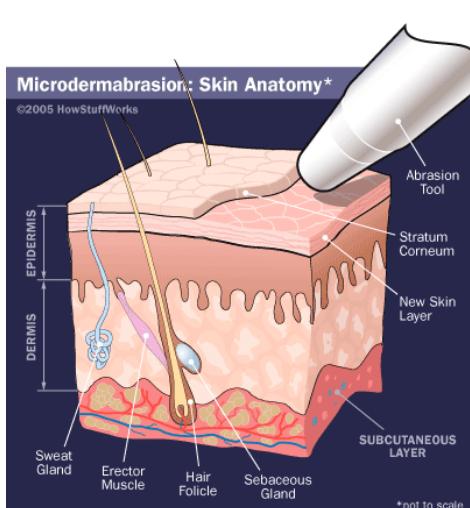
Dermabrasion, Dermasanding or Dermaplaning is a surgical procedure that has been performed since the late 1950's. It is another example of a treatment, which aims to "resurface" the skin. It is similar in its aim to lasers or chemical peels, but uses a machine to remove the outer layer of the skin or epidermis and then the top third part of the dermis of the skin.

The skin which has been skimmed by the machine then heals, producing tighter skin and reducing the appearance of dark spot.

The use of the Whitening Light Therapy after the Dermabrasion treatment reduces healing time and prolongs the whitening effects, the skin after the treatment is also more receptive to the effects of the light maximising results.

Repeat procedures: may be required a couple of months after the first treatment to enhance the results. Dermabrasion can be repeated every few years, or combined with Whitening Light Therapy treatments to help maintain the initial effect.

When the Whitening Light Therapy is used in between the two treatments the results are surely more visible.



WHITENING LIGHT THERAPY COMBINING SPECIFIC TREATMENTS

The Whitening Light Therapy acts as an important assistant in the achievement of optimal results for specific treatments, in particular skin whitening for the face and body.

CHEMICAL PEELING + WHITENING LIGHT THERAPY

The procedure known as chemical peeling (or chemexfoliation to give it its proper name) involves the application of a chemical solution to the surface of the skin to produce the careful removal of its outer layers. The strength of this product and how long it is left on the skin.

Different types of peels act on the skin.

SUPERFICIAL PEELS: remove the outer layer of the skin or the “epidermal layers”.

MEDIUM DEPTH PEELS: remove both the epidermal layers and upper dermal layers.

DEEP PEELS: peeling extends deeper into the lower dermal layer of the skin.



Results vary, but patients will see a significant improvement in the appearance of pigmented areas. Dark spots will lighten and skin texture and tone will improve.

The skin after having undergone the treatment is much more receptive to the light which helps with maximising the results when a full cycle of Whitening Light Therapy is used.

SPECIFIC FACE AND BODY TREATMENTS + WHITENING LIGHT THERAPY

There are numerous whitening treatments for the face and body in various salons:

- purifying/balancing treatment
- purifying for skin with pigmentation
- luminosity and firmness for all skin types
- face scrubs
- body scrubs



The benefits of these treatments are maximised when used in conjunction with a cycle of the Whitening Light Therapy sessions.

It is also highly recommended that the That'so Pure White and Whitening Miracle Line skincare products be an integral part when undergoing the Whitening Light Therapy.

These products have been especially designed to be used in conjunction with the Whitening Light Therapy, thanks to a cocktail of highly effective and innovative ingredients they ensure much better result

4.4 50 WHITENING COLLAGEN

(WHITENING LIGHT THERAPY IN COMBINATION WITH COLLAGEN LIGHT THERAPY)

The treatment offered by the 50 Whitening Collagen together with the Whitening Light Therapy (green light at 525nm) and the Collagen Light Therapy (red light at 633nm) is complete and definitely one to give the skin a new vitality a more luminous and healthy look.

The green light reduces dark spots on the skin and helps with brightening and toning the skin of the entire body. The red light is able to stimulate the proliferation of certain cells (fibroblasts) in the dermis and the production of collagen the protein responsible for the skin's firmness.

The red light infect stimulates the production of new collagen, increasing the elasticity and hydration of the skin , also helping with healing lesions and scarring caused by invasive and damaging treatments such as Laser, IPL, Dermabrasion.

The combination of these invasive treatments with the Light Therapy allows one in a much shorter period of time to return to ones regular activities, with better longer lasting results.



5. CUSTOMER SERVICE

TELEPHONE CONVERSATION

The telephone is a very common way of communication
It should be considered as one of the most important action tools at your disposal. In some cases it could be the only way of acquiring a potential new client.



Inconvenient things that can occur through the use of the phone:

- do not express your own personality over the phone just use your voice
- you can't show your client any instrument or image to capture his or her imagination or attention over the phone
- the client may find it difficult to get through because the phone is engaged and may not call again
- the client may feel free to interrupt the conversation at any given time

As one can see there are a few obstacles to take in consideration, the use of the telephone cannot be left to pure personal instincts there are rules to follow in order to maximise its commercial and professional use.

It is important to be brief and concise, answer questions with other questions allowing the client to express oneself and become interested in what we are selling.

During a phone call (in case it does not really happen) to give the idea that the salon is busy and has a lot traffic of clients coming and going one could seen to greet a client or make an appointment and could cordially excuse oneself and interrupt the conversation momentarily.

A telephone call should not last more then 8-10 minutes, the aim of the call is primarily to make an appointment, possibly that day and never later then 2-3 days from the phone call.

It is advisable not to give too much information over the phone but to do so when face to face with the client.

In order to entice the client into wanting to make an appointment try saying: when you come in the salon I'll show you... or I will explain how to....

It is essential to use the same 'language' as the client, do not over do it with medical and technical terms its best to keep it clear and simple.

Summary:

- be cordial
- show interest
- speak with a pleasant voice
- be in control of the conversation
- remember the main objective is to fix an appointment

After analysing some of the basic rules as to how to communicate over the telephone, understanding what should be said is the next step.

Starting from analysing the conversation over the phone, by observing closely, which could be the psychological aspects that may have prompted the client to call us and consequently how we should respond to enable us to maximise the possibility of achieving a positive result.

People that call can be very different. Ex:

- those that are quite happy and satisfied with the information given them
- those that ask a lot of questions and are never quite satisfied
- those who always find something to object about

Luckily the first type of clients is the most common. This is obviously the type of client whose needs are easily met and therefore one to persuade to visit the salon.

The second types of clients are people that hide behind their "attitude" a state of insecurity and anxiety. These are people that need to be reassured in everything from the head of the salon. It is most important that your behaviour and attitude be one of confidence and certainty keeping a handle on the conversation.

A decisive, concise cordial behaviour can be the key to securing an appointment.

The third types are usually people that have already had other types of experiences usually with unsuccessful results, in trying to remove their signs of ageing.

Their questions are full of negativity and argumentative, wanting to prove our treatments just as ineffective. . With these types of people one needs to be compliant but not overly so.

Most importantly one should not give too much too soon before time. One should try to keep them curiously interested without talking too much about the method. Avoid getting technical

Do not be discouraged if it seems as if you have a wall in front of you and are unable to penetrate it.

In fact each minute of conversation you have with the client means they find you interesting and competent.

They would have otherwise terminated the conversation long before you got to this point had they thought the opposite.

Remember: that is the client that has made the first move by calling us asking for information, this means that even if disappointed with past negative experiences there is still the hope that something out there can offer effective results. Be helpful and reassuring this will help the client feel that he or she may have found the right salon. Invite the client to visit your salon offering to have a coffee and a chat and the chance to look at the machine in question. You will secure a booking in this manner.

Summary:

- don't say over the phone what you can say in person
- listen carefully to what the client has to say in order to determine his or her needs
- have the right answers for any given questions
- don't try to act as a doctor or a scientist
- use the same manner of speaking as you client
- never underestimate your client
- keep the client interested by not divulging all the information regarding the treatment
- try to accommodate your clients concerns.

UP TO NOW we have addressed the 'psychological' side of a phone call. Your own behaviour the tone of voice, the client's psychology, assessing the client's needs and personality.

There is however a technical aspect of how one should converse on the phone. There are things and terms one should and should not use, questions that should and should not be asked. Even if brief, the phone call should result in a productive conversation.

Utilizing verbs at present tense: present tense is a tense of action, of now of certainty.

Utilizing 'us': this gives the client a feeling already been part of the salon, having already been in the salon and purchased something.

Keep terms simple and professional, never overdoing it with over the top expressions.

Avoid negative comments: like: 'do not worry ...' your problems'... 'I don't think this is damaging ...' you don't want....' don't think...'. unfortunately we don't...'.

Avoid negative terms: ' if possible try not to use' ' no longer ' ' no' and 'never'

Avoid contradicting your client with expression like 'I don't agree'... I think you're wrong', I don't think that's correct', 'you don't understand' 'you're not on the right path'

When you find yourself in this situation it is best to agree rather than disagree. 'yes' 'certainly'... 'this is why we do this...'

Avoid uncertain expressions: expressions that increase doubts should be avoided the client may already have a few of their own. So never say: maybe, I think, it would be better if “

We have looked at both aspects of a phone call (the psychological and technical) we have touched on how to deal with a client over the phone in a general way and in a more personalised way depending on the client. We are sure that using these positive techniques combined with a little originality of your own and experience, you will be able to through the received phone calls increase your bookings.

Having said that there is a right way to end a phone conversation and there are some rules to follow: if the client has accepted to pay your salon a visit:

- confirm the time and day of the appointment, calling your client by his or her surname
- thank your client
- conclude the call

If the client declines making a booking:

- keep the invitation open by suggesting that the booking can always be made at a later date
- always cordially thank the client before ending the phone call (it's not uncommon that clients call back even months later. There are marketing techniques to win back clients that have enquired about information but have no yet visited the salon)

IN AN INSALON CONVERSATION WITH THE CLIENT REGARDING THE SELLING OF A TREATMENT

After having secured a booking with the client over the phone, our next most important step is making sure we focus on the next most important thing that is, the sale of the treatment.

The client after perhaps having seen our advertising, or heard of us by word of mouth, contacts us to find out more information and is therefore satisfied, visits our salon. It is now that we need to engage in the selling of the treatment made using the techniques we have at our disposal.



1) REMEMBER THAT YOU ARE DEALING WITH A HUMANBEING.

It is not enough to be professional, one needs to maintain kindness, understanding and humanity towards the client, and it takes more if we want to reach the objectives such as the sale of our treatments. We must remember that our client has a private life, likes, dislikes, opinions, values, all things that will influence his or her decisions when purchasing what we have to offer. Therefore be careful when dealing with the client do not hurt his or her feelings, contradict, disappoint or promise what cannot be delivered.

2) HOW TO ACHIEVE A GOOD CONVERSATION.

We need to behave as a human being towards our client. We should be grateful to them for having chosen our salon and this should be reflected in our behaviour. We should treat our client as we would like to be treated, as if we're the client that is having someone interested in us and wanting to genuinely help us. Thus in order to transmit our client our interest in his or her needs we should simply follow these suggestions:

- Listen
- keep the conversation interesting
- Ask questions

The first two points are self explanatory, to keep the conversation flowing means it should not be awkward without long silent pauses as far as asking questions this point needs a little looking into.

It is obvious that not all question are the same, it's also obvious that not all questions are useful to sell our treatment. Thus we need to ask questions that are useful to us. But which?

These are simply those questions that will allow us to get to know our client more. Through this we will have a better understanding of the reasons why the client has come to visit our salon in the first place.

We will discover his or her fears, doubts, concerns and if there have been other experiences or procedures. When we ask the right questions we get to know our client therefore avoiding our comments to make him or her feel uncomfortable.

What are the right questions?

It is impossible to make a definite list of right questions, these depend solely on the answers we receive. We can however determine the types of questions that if well formulated can be useful in acquiring the information we need without loosing control of the conversation.

Let's start firstly by asking detailed questions on one particular thing not allowing the conversation to derail. The questions should be introduced by:

- how?
- what?
- where?
- which?
- why?
- when?

'Open' questions are another positive way to achieve the right information from the client that can be useful in making a sale. The questions are useful but it's advised not to 'overuse' them.

These questions are introduced by terms like:

- In what way?

- From what point of view?

There is a type of question where it's no so much about the question as it is about the type of answers we get.

These are questions that are useful when wanting to end an unpleasant conversation, or regain control of the conversation .or firmly steer the conversation in your favour when negotiating the sale

This could be the type of question 'Did you really want to reduce the skin imperfection and discoloration from your face and body?

With this type of question you can only expect one type of answer:

- yes
- no

3) OUR CLIENT'S CONCERNS

In a long conversation it is possible that our client may have some queries. These may not only be about the technical, scientific, aspects duration or frequency of the treatment but about other aspects that may come up in the conversation. It is not therefore possible to analyse every type of objection or concern expressed by the client we can however analyse two aspects that are important, that characters each objection: what are the reasons that bring the client to have these queries in the first place and how do we talk them.

What is at the base of an objection or concern?

First of all, an objection is a natural reaction or defence mechanism. It is quite natural that when sitting in a foreign environment in front of someone we do not know trying to sell us a treatment we become defensive.

It is best in this situation to let the client express oneself.

So that with your experience and sensitivity you'll be able to understand and interpret what the clients needs are.

Generally it is useful to know that your client uses objections to express...

- a way to resist your selling techniques and personality
- a tempting offer
- a way of showing a low interest in negotiating
- a way to obtain more information, more assurances

Consequently it is fundamentally important to achieve an understanding in the time spent with the client of his or her real needs keeping the conversation at a peaceful and comfortable level.

You must remember that the client is highly interested in purchasing and is hopeful that you may hold the answer to his or her concerns

FOUR RECOMMENDATIONS FOR THE RIGHT WAY TO CONDUCT TREATMENTS WITH WHITENING LIGHT THERAPY

HOW TO GIVE INFORMATION OVER THE PHONE
THE FIRST CONVERSATION WITH A NEW CLIENT
THE USE OF SKIN CARE PRODUCTS AND THEIR IMPORTANCE
PRECAUTIONS

HOW TO GIVE INFORMATION OVER THE PHONE

Answering the telephone



Technician: Good morningsalon.....

Client: Good morning, I'm ringing because I'm wanting some information regarding the Whitening Light Therapy machine.

Technician: Certainly, I will be more than happy to do that. The Whitening light Therapy is a new way to combat skin imperfections while giving it new vitality and a firm more luminous look .We can assure you that we'll be able to reduce any kind of imperfection you may have whether it be on the face or body. It is however a little difficult without having seen you to suggest a treatment suitable for you.

Client: Can you give me more information. I'd like to know more.

Technician: I would like to explain that we simply use a green light in our treatment, that is safe and non invasive, it won't impact on your way of life and won't interfere with your daily commitments. I can guarantee that the treatment is completely natural it is quick and easy it does not cause any kind of discomfort. I will however need to show you and also have you try the equipment in order for you to fully understand how it works. I will be more than happy to explain everything in detail if you come in and visit our salon. I will be able to show you the results you will be able to achieve and the type of treatment that will suit your needs. Are you able to come in to-day, do you prefer this afternoon?

Client: How long will it take?

Technician: about ½ an hour, we will have plenty of time to set and chat and perhaps try the machine

Client: I'm not sure. I do not know if I want to...

At this point after having an appointment with the client, politely close the conversation by explaining exactly the location of the salon offering the quickest way to get there and directing her to the nearest parking space. Confirm that you will be seeing her on the ... (whatever the appointment's day and time is). Your tone of voice during the whole conversation should remain constantly polite and courteous and professional. You should not be too friendly (some people do not like that) without sounding detached or cold (we do not want to come across as cold that is not what our business is about).

THE FIRST CONVERSATION WITH A NEW CLIENT

Firstly you should be the one to greet your new client and treat him or her with the utmost respect and courtesy.

Technician: Good morningvery happy to meet you; please come in would you like a coffee, tea?

Hope you do not mind my asking, but how did you come to learn about us.

Client: I saw your adv, or a friend of mine told me...



It is important in this part of the conversation to try to find out your client's habits, your clients financial and professional status. Do not start with showing contracts to write or sign. In this point stage it's important to make your client feel as ease and comfortable.

Politely ask questions that will allow you learn about your client's life, whether he or she has children, works, has commitments, hobbies. This will also be the time you will have the opportunity to find out what are the weak and strong points of your sales pitch.

Try getting your client to open up and talk as much as possible in order for you to get to know him or her.

In this crucial stage you need to be guided by your sensitivity. Try to understand the reasons why the client has decided to come and visit the salon and what are his or her needs that have prompted the client to want to ask about the Whitening Light Therapy. What concerns your client the most could be either and what treatment plan could be most suited considering age, appearance, life style (work, children, and commitments) in order to prescribe the most appropriate treatment.

Once you have learned all the important information about your client from the first stage of the conversation you can now start talking about the treatment.

It is essential in this stage to explain in detail the method and characteristics of the session and how the machine works. You need to be at ease and confident in your explanations. Always remembering to highlight the positive and pleasant aspects of the use of the machine and these are:

- the fact that it is non invasive
- the fact that it does not interfere with the everyday life style. The client is free to continue his or her everyday activities
- it is a natural treatment that encourages the normal cellular activity
- pain free causes no redness or temporary alteration of the skin
- the actual end result is natural
- no side effects, no particular precautions need to be taken
- it is an easy no fuss treatment.

Explain that it is important that in order to achieve the wanted results the client needs to commit to fully take part in the 15 minutes sessions of the recommended treatment.

Do not forget to explain and talk about the vibrating plate that is inside the machine. Highlighting that the plate is purely for aesthetic purposes and functions on low hertz (some clients may have had negative experiences with other vibrating plates, ones that may be found in gyms). For those clients that are unsure about the oscillating plates we can suggest that they start by trying the low frequency oscillating programme (Anti-cell) and then eventually increase the use.

This will allow the client to feel more confident and also better understand how the treatment works.

The client can at this stage of the meeting with you try out or testing the machine, asking the client if he or she has 15 minutes to do this. Explain that there won't be any visible results just by having one session.

The light used does in fact stimulate the cell activity but this happens gradually not immediately, results can be seen after the fourth session.

Having said this you can proceed with the conversation...

Technicians: not only, at the end of the treatment you will notice improvements as far as the visible reduction of spots, reduction of the Hyperpigmentation areas, you will definitely see a clearer softer and more luminous looking skin with the positive effect of a regulated bacterial and sebaceous gland activity.

Others around you will see an improvement in your overall appearance; your skin will be luminous more toned and fresher looking.

Also the vibrating plate will help you feel more active and energetic you will consequently feel younger and better within yourself.

If you find that the client thinks the price is expensive, you will remind her of the quality of the treatment, the fact that it is the only machine with the same characteristics able to offer such a treatment and list the positive results that are achieved with the use of the treatment.

If the client is unsure and wants to think about it or talk it over with the spouse, explain nicely that one should not delay the opportunity to look and feel younger.

If the client expresses the concern that 3 sessions a week are too many and the plan is too intense explain that in order to achieve the desired results the plan should be followed in full. If the client finds the original plan difficult to follow because of lack of physical time, you can suggest he or she take two (2) weekly session plan, but no less.

Another uncertainty you may find your client will express that you will have to reassure is:

What happens after the treatment?

When asked this question reassure the client that just as the improvement is gradual so is the adverse effect only more so. You then recommend a maintenance plan after having completed the whole course of a one weekly session.

THE USE OF SKIN CARE PRODUCTS AND THEIR IMPORTANCE

Right from the very first appointment even before the client decides as to whether he or she wants to have the treatment, explain the importance of the two high quality complementary treatments:

- **Whitening Spray & Care**
- **That'so Pure White: Brightening Miracle Line**

Whitening Spray & Care

Whitening Spray & Care is a professional treatment and is a **multipurpose skin care Technology** that gives an instant even whitening glow to the skin while providing long lasting SPF protection from the sun, is safe and effective.



Whitening Spray & Care combined with a specific formulation give the face and décolleté a skin lightening effect and a white natural colour, leaving the skin hydrated and pleasantly scented.

That'so Pure white: Brightening Miracle Line

Brightening Miracle Line is designed for home use , and should be used to promote whitening and an even skin tone, minimising age spots and reducing the degree of skin tanning after UV exposure, thanks to Arbutin, the more effective, faster and safer approach to skin whitening. Lightens the colour of the skin more efficiently and effectively than other existing single ingredients. There are 3 products in the Brightening Miracle line:

- 1- Brightening Miracle Cleanser
- 2- Brightening Miracle Essence
- 3- Brightening Miracle Cream

These products are highly recommended in the treatment of skin whitening.

Also remember to advise the client in the treatments of cellulite the added benefits of products that firm and redefine the body's contours. Products such as:

DEEP KINETICELL

A crackling coadjvant mousse in the treatment of imperfections of cellulite and skin firming. Makes the most of the three important aspects: 12 natural active properties, a unique formula (crackling mousse) an innovative way of releasing the active ingredients (nanospheres) for results like no other. Apply day and night.

PINK ANGEL

Multi-functional body cream. Shaping, firming and anti-ageing treatment. It smoothes the skin and makes it divinely velvety, while redefining silhouette contours. This body treatment is effective on two levels: reduces localised fat and thanks to the immediate firming effect the skin looks smoother firmer. Apply every evening.

Remember the client is not only purchasing a treatment to improve his or her appearance but is also purchasing a SERVICE. This service is made up of many things: the professional way the technicians conduct themselves towards the clients, the complete salon's image, the way the machines and products are

presented and maintained, the salon should be clean and tidy and professional, staff should be courteous and polite at all times.

Customer service should be a priority because not only is your customer the reason you are in business but also he or she are your best way to advertise.

PRECAUTIONS

The treatment with Whitening Light Therapy has no side effects nor particular precautions need to be taken when using the light, some precautions may be needed when using the vibrating plate.

The vibrating plate is for cosmetic use (the need for the presence of a qualified technician is not required during its use). The oscillating frequency is low and the only precautions are for particular cases where the physical condition of the client dictates whether he or she can use the plate:

- serious back problems
- suffers from epilepsy
- suffers from varicose veins or where there can be a chance of thrombosis
-

For all equipment that generates an electromagnetic field it's not recommended for people with a pacemaker.

6. FAQ

AM I SUITABLE FOR THIS TREATMENT?

Anyone who shows skin imperfections and discolorations and wishes to have a radiant and lighter appearance. The treatment addresses:

- hyper pigmentation and sun damage
- age spots
- oily skin
- acne

WHAT IS ADVANTAGE OF LIGHT THERAPY SKIN WHITENING?

- a natural treatment that stimulates the normal cellular activity
- is safe and completely non-invasive
- a treatment for all skin types and phototypes
- a total-body treatment

WHAT CAN I EXPECT AFTER THE TREATMENT?

The first effect you will see is an even-toned, brighter and more luminous complexion. The treatment helps to reduce the appearance of uneven pigmentation and age/sun spots and promotes an overall clarity and radiance to the skin. Moreover there are positive effects with regulating bacterial and sebaceous gland activity, both of which lead to acne.

WHEN CAN I EXPECT TO SEE RESULTS?

Over the course of 5-6 treatment sessions, people see a gradual & continual improvement of their skin. The skin is lighter, even, and brighter. The number of sessions depend on the condition of your skin.

DOES IT HURT?

No, 525nm green light stimulates a biological response without any increase in temperature and/or energy transfer able to damage tissues, like others devices. For this reason with the Whitening Light Therapy there is no redness or temporary alteration of the skin and is completely pain free. The treatments don't interfere with your lifestyle, or every day activities.

DO I NEED TO USE COSMETIC PRODUCTS IN CONJUNCTION WITH WHITENING LIGHT THERAPY?

Yes, in fact your results will happen faster and be more effective if you use That'so Pure White treatments Steps 1-2-3. First cleanse the skin with Brightening Miracle Cleanser, after treat spots and specific areas with Brightening Miracle Essence, and protect the skin from the sun and reduce the appearance of uneven pigmentation with Brightening Miracle Cream.

7. DICTIONARY

SKIN: an organ consisting of different tissues primarily protecting the body. Skin is made up of epidermis, dermis and the subcutaneous tissue. The epidermis protects the skin. The dermis supports the epidermis and is therefore responsible for firmness thanks to collagen, that ensures the strength of the skin elastin, renders it flexible and the subcutaneous tissue acts as a cushion and energy reserve.

HYPERTHYROIDISM: a skin condition that occurs when the body has too much melanin, or pigment.

HYPOPIGMENTATION: a skin condition that occurs when the body has too little melanin, or pigment.

MELANIN: a pigment that creates hair, skin and eye colour. Melanin also protects the body by absorbing ultraviolet light.

MELANOCYTES: the type of skin cells that create melanin.

MELASMA: a dark mask-like discolouration that covers the cheeks and bridge of the nose. Also called "the mask of pregnancy."

VITILIGO: a skin disorder that creates smooth, depigmented white spots on the skin.

LASERS: is a high energy beam of light that can precisely transfer this energy into certain tissues within the skin. These beams of light are produced in one wavelength or colour at a time, and can vary in terms of their strength and the type of tissue that they can target. Lasers used on a variety of veins or pigmented (discoloured) skin problems can direct their heat towards a desired target in the skin which results in "damage" to particular tissues.

INTENSE PULSED LIGHT (IPL): differ from lasers in that they can deliver hundreds of wavelengths (or colours) in each burst of light. Certain filters are used that target these flashes of light so that they work in a similar way to lasers causing heat damage to the particular skin problem. The process of directing a laser or IPL source to a target area of the skin to damage it is technically known as "selective photothermolysis".

MICRODERMABRASION: remove the *horny* (top) layer of the skin; dead skin cells. This process promotes the production of new cells in the basal (deepest) layer of the dermis. A series of microdermabrasion treatments can lessen the look hyperpigmentation in some patients.